ABSTRACT OF THE DISCLOSURE

A noise adding circuit adds noise data to video data, and a circuit rounds a less significant bit, so as to output video data of 6 bits from 8 bit input data for example. The video data of 6 bits is stored in a frame memory until a further next frame, and a previous frame grayscale correction circuit corrects video data of a previous frame as required so that the video data of the previous frame approaches video data of a further previous frame. It then outputs thus corrected video data. Further, a modulation processing section corrects video data of a current frame so as to emphasize grayscale transition from the video data of the previous frame which is outputted by the previous frame grayscale correction circuit. Thus, it is possible to realize a driving device of an image display device, which can improve a response speed of pixels and has a simple arrangement, without apparently deteriorating display quality of an image displayed in the pixels.